

## ORDER



**Orders**  
**Order / Rev:** 47061  
**Alt Order #:** 09782136  
**Product Desc:** YOHO FOR CONGRESS(R)  
**Estimate:**  
**Flight Dates:** 08/06/12 - 08/13/12  
**Original Date / Rev:** 08/03/12 / 08/10/12  
**Order Type:** CIA - O

## Fox 30 JAX

**Primary AE:** Millennium San Francisco  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency**  
**Name:** Dresner Wickers & Assoc  
**Buying Contact:**  
**Billing Contact:**  
 1819 Polk Street #373  
 San Francisco, CA 94109

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Ted Yoho (R) US Congress FL D-3  
**Demographic:** HH  
**Product Codes:** US Congress  
**Priority:** P-2  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	27	\$2,560.00	\$2,176.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	27	\$2,560.00	\$2,176.00	0.00
<b>Totals</b>	<b>27</b>	<b>\$2,560.00</b>	<b>\$2,176.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium San Francisco			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
Fox 30 JAX	8%	\$2,560.00
Market	100%	\$32,000.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	70%	\$22,400.00
WCWJ	0%	\$0.00
WJXT	0%	\$0.00
WJXX	0%	\$0.00
WTEV	22%	\$7,040.00
WTLV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAWS	08/06/12	08/10/12	Action News @ 5a Action News @ 5a	CM	5:00 AM-5:30 AM	1111---	:30	4	\$30.00	P-2	0.00	NM	4	\$120.00
ACTION NEWS 5AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	1111---			4			\$30.00		0.00			
E 2	WAWS	08/06/12	08/10/12	Action News @ 530a Action News @ 530a	CM	5:30 AM-6:00 AM	-1111--	:30	4	\$40.00	P-2	0.00	NM	4	\$160.00
ACTION NEWS 530AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-1111--			4			\$40.00		0.00			

**Fox 30 JAX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WAWS	08/06/12	08/10/12	Action News @ 530a Action News @ 530a	CM	5:30 AM-6:00 AM	- 1111--	:30	4	\$40.00	P-2	0.00	NM	4	\$160.00
ACTION NEWS 530AM															
E 3	WAWS	08/13/12	08/13/12	Action News @ 530a Action News @ 530a	CM	5:30 AM-6:00 AM	M- - - - -	:30	1	\$40.00	P-2	0.00	NM	1	\$40.00
ACTION NEWS 530AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	M- - - - -			1			\$40.00			0.00		
E 4	WAWS	08/06/12	08/10/12	Action News @ 6a Action News @ 6a	CM	6:00 AM-7:00 AM	1111--	:30	4	\$50.00	P-2	0.00	NM	3	\$150.00
ACTION NEWS 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/06/12	08/12/12	1111--			4			\$50.00			0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
4	VAWS	08/06/12-08/12/12		Action News @ 6a			6:00 AM-7:00 AM		MTWTh- - - - -	:30		<del>(\$50.00)</del>	0.00	NM	
Credited [Credited Spot]															
E 5	WAWS	08/06/12	08/10/12	Action News @ 7a Action News @ 7a	CM	7:00 AM-8:00 AM	- 1111--	:30	4	\$50.00	P-2	0.00	NM	4	\$200.00
FOX MORNING ACTION NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/06/12	08/12/12	- 1111--			4			\$50.00			0.00		
E 6	WAWS	08/13/12	08/13/12	Action News @ 7a Action News @ 7a	CM	7:00 AM-8:00 AM	M- - - - -	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
FOX MORNING ACTION NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	M- - - - -			1			\$50.00			0.00		
E 7	WAWS	08/06/12	08/10/12	Action News @ 8a Action News @ 8a	CM	8:00 AM-9:00 AM	1111--	:30	4	\$50.00	P-2	0.00	NM	4	\$200.00
FOX MORNING ACTION NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/06/12	08/12/12	1111--			4			\$50.00			0.00		
E 8	WAWS	08/13/12	08/13/12	Action News @ 8a Action News @ 8a	CM	8:00 AM-9:00 AM	M- - - - -	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
FOX MORNING ACTION NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	M- - - - -			1			\$50.00			0.00		
E 9	WAWS	08/12/12	08/12/12	Su 11a-12p FOX News Sunday	CM	11:00 AM-12:00 PM	- - - - - S	:30	1	\$120.00	P-2	0.00	NM	1	\$120.00
FOX NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/06/12	08/12/12	- - - - - S			1			\$120.00			0.00		
E 10	WAWS	08/06/12	08/12/12	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PM	MTWTFSS	:30	2	\$560.00	P-2	0.00	NM	2	\$1,120.00
ACTION NEWS 10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/06/12	08/12/12	MTWTFSS			2			\$560.00			0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
2	VAWS	08/11/12-08/11/12		Sa-Su 10p-1030p			10p-1030p		- - - - - Sa--	:30		\$560.00	0.00	NM	
E 11	WAWS	08/06/12	08/12/12	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM	MTWTFSS	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
ACTION NEWS 1030P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/06/12	08/12/12	MTWTFSS			1			\$300.00			0.00		
N 13	WAWS	08/13/12	08/13/12	Action News @ 6a Action News @ 6a	CM	6:00 AM-7:00 AM	1- - - - -	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
ACTION NEWS 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	1- - - - -			1			\$50.00			0.00		
													Totals	27	\$2,560.00